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PTO/SB/81 (02-01)

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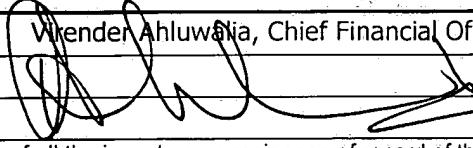
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POWER OF ATTORNEY OR AUTHORIZATION OF AGENT	Application Number	
	Filing Date	11/12/2003
	First Named Inventor	Rogan
	Title	System and method for producing image print of a cropped image
	Group Art Unit	
	Examiner Name	
Attorney Docket Number	SF053001	

I hereby appoint:									
<input type="checkbox"/> Practitioners at Customer Number <input type="text"/> → Place Customer Number Bar Code Label here									
OR									
<input checked="" type="checkbox"/> Practitioner(s) named below:									
<table border="1"><thead><tr><th>Name</th><th>Registration Number</th></tr></thead><tbody><tr><td>Xin Wen</td><td>53,758</td></tr><tr><td> </td><td> </td></tr><tr><td> </td><td> </td></tr></tbody></table>		Name	Registration Number	Xin Wen	53,758				
Name	Registration Number								
Xin Wen	53,758								
as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith.									

Please change the correspondence address for the above-identified application to:					
<input type="checkbox"/> The above-mentioned Customer Number. OR					
<input type="checkbox"/> Practitioners at Customer Number <input type="text"/> →					
<input checked="" type="checkbox"/> Firm or Individual Name Dr. Xin Wen					
Address 2800 Bridge Parkway					
Address					
City	Redwood City	State	CA	ZIP	94065
Country	USA				
Telephone	650-610-3522	Fax	650-654-1299		
I am the:					
<input type="checkbox"/> Applicant/Inventor.					
<input checked="" type="checkbox"/> Assignee of record of the entire interest. See 37 CFR 3.71.					
<i>Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).</i>					

SIGNATURE of Applicant or Assignee of Record

Name	Virender Ahluwalia, Chief Financial Officer, Shutterfly, Inc.	
Signature		
Date	11/11/03	

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.

*Total of 1 forms are submitted.

Burden Hour Statement: This form is estimated to take 3 minutes to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

SF 1156748 v1

DECLARATION

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled "Personalized Gift Cards for Imaging Products and Services", the specification of which

is attached hereto.

was filed.

and was amended on _____.

was described and claimed in PCT International Application No.

filed on _____ and as amended under

PCT Article 19 on _____.

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose all information I know to be material to patentability in accordance with Title 37, Code of Federal Regulations, §1.56.

I hereby claim the benefit under Title 35, United States Code, §120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, §112, I acknowledge the duty to disclose all information I know to be material to patentability as defined in Title 37, Code of Federal Regulations, §1.56(a) which became available between the filing date of the prior application and the national or PCT international filing date of this application:

U.S. SERIAL NO.	FILING DATE	STATUS
N/A		

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patents issued thereon.

Full name of Inventor: Kevin P. Rogan
First Middle Last

Inventor's Signature 

Date: 11/12/03

Residence: 15580 Linda Avenue, Los Gatos, CA 95032

Citizenship: USA

Full name of Inventor: Peter Charles Elarde
First Middle Last

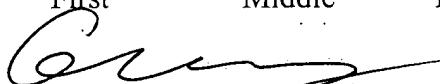
Inventor's Signature 

Date: 11/11/03

Residence: 5009 Dorking Court, Newark, CA 94560

Citizenship: USA

Full name of Inventor: Gary L. Leung
First Middle Last

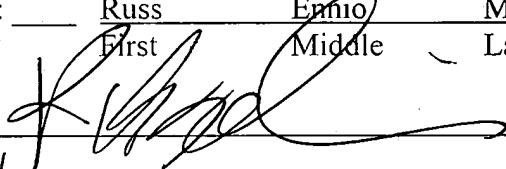
Inventor's Signature 

Date: 11/11/03

Residence: 238 Naglee Avenue, San Francisco, CA 94112

Citizenship: USA

Full name of Inventor: Russ Emilio Muzzolini
First Middle Last

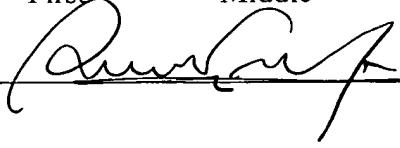
Inventor's Signature 

Date: 11/11/03

Residence: 2252 Howard Avenue, San Carlos, CA, 94070

Citizenship: Canada

Full name of Inventor: Su M. Quek
First Middle Last

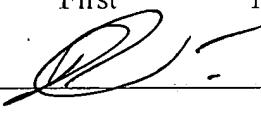
Inventor's Signature 

Date: 11/11/03

Residence: 78 Winfield Street, San Francisco, CA 94110

Citizenship: Singapore

Full name of Inventor: Patrick C. Teo
First Middle Last

Inventor's Signature 

Date: 11/11/03

Residence: 231 Laurie Meadows Drive 155, San Mateo, CA 94403

Citizenship: Singapore

ASSIGNMENT OF PATENT APPLICATION

WHEREAS, INVENTOR(S) Kevin P. Rogan of Los Gatos, CA, Peter C. Elarde of Newark, CA, Gary L. Leung of San Francisco, CA, Russ Ennio Muzzolini of San Carlos, CA, Su M. Quek of San Francisco, CA, and Patrick C. Teo of San Mateo, hereinafter referred to as "Assignors," are the inventors of the invention described and set forth in the below-identified application for United States Letters Patent:

Title of Invention: System and method for producing image print of a cropped image

Filing Date: 11/12, 2003

Application No.: ; and

WHEREAS, Shutterfly Corporation, a Delaware corporation located at 2800 Bridge Parkway, Suite 101, Redwood City, CA 94065, hereinafter referred to as "ASSIGNEE," is desirous of acquiring an interest in the invention and application and in any U.S. Letters Patent and Registrations which may be granted on the same;

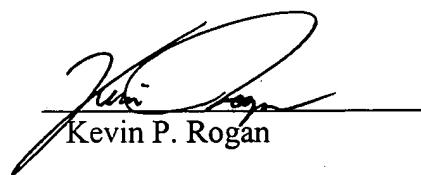
For good and valuable consideration, receipt of which is hereby acknowledged by Assignors, Assignors have assigned, and by these presents do assign to Assignee all right, title and interest in and to the invention and application and to all foreign counterparts (including patent, utility model and industrial designs), and in and to any Letters Patent and Registrations which may hereafter be granted on the same in the United States and all countries throughout the world, and to claim the priority from the application as provided by the Paris Convention. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignors had this Assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation or extension thereof.

Assignors further agree that they will, without charge to Assignee, but at Assignee's expense, (a) cooperate with Assignee in the prosecution of U.S. Patent applications and foreign counterparts on the invention and any improvements, (b) execute, verify, acknowledge and deliver all such further papers, including patent applications and instruments of transfer, and (c) perform such other acts as Assignee lawfully may request to obtain or maintain Letters Patent and Registrations for the invention and improvements in any and all countries, and to vest title thereto in Assignee, or Assignee's successors and assigns.

IN TESTIMONY WHEREOF, Assignors have signed their names on the dates indicated.

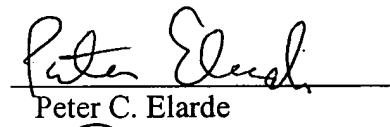
Dated:

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Kevin P. Rogan

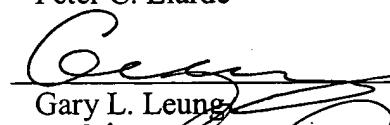
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Peter C. Elarde

Dated:

11/11/03


Gary L. Leung

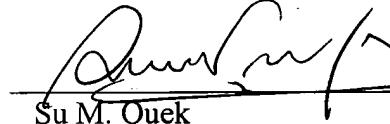
Dated:

11/11/03


Russ Emilio Muzzolini

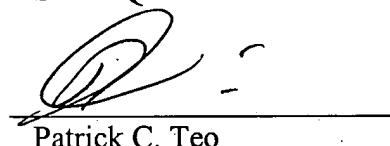
Dated:

11/11/03


Su M. Quek

Dated:

11/11/03


Patrick C. Teo